



City of Tigard Naming & Recognition Policy

Effective September 3, 2013

A. Purpose

The purpose of this policy is to provide consistent standards and procedures to:

- Name city key features, buildings and property.
- Install items on city property to recognize an individual, group or event.

B. Naming Criteria for City Key Features, (such as open-air shelters, sports fields, gardens, rooms, trails, etc.), Buildings and Existing Property, Including Parks

1. All requests to name city key features, buildings and existing property must be reviewed by the parks manager and approved by formal action of the City Council.
2. To assist the public in identifying and locating key features, buildings and property, proposed names should be descriptive in nature or should contain a descriptive element, such as the Fanno Creek House, Dirksen Nature Park, Woodruff Bridge or John Anderson Baseball Fields.
3. Proposed names shall recognize one or more of the following:
 - A physical, historical, or unique characteristic of the key feature, building or existing property.
 - An event that had a significant impact to the city.
 - An individual or individuals, living or dead (memorial), who made a significant contribution to the city, either historically, financially or through civic duty.
 - A group or groups that made a significant contribution to the city, either historically, financially or through civic duty.
 - A property owner(s) who donates or sells property to the city.

C. City-Initiated Requests to Name City Key Features, (such as open-air shelters, sports fields, gardens, rooms, trails, etc.), Buildings and Existing Property, Including Parks

1. The process to consider a city-initiated request is as follows:
 - a. A city councilor or designee, city board or committee, or city staff member, "City Requestee," interested in naming a key feature, building or property must submit a written request—including specific information as to the purpose, proposed location (if applicable) and significance of the name—to the parks manager.
 - b. The parks manager will prepare a recommendation, including a cost estimate to implement the name.
 - c. The request and recommendation will be placed on a council agenda for informal discussion by the City Council.
 - d. At the discussion the council will either:
 - Direct the parks manager to prepare a resolution to formally adopt the name. If applicable, staff will assist the council in identifying and selecting a city funding source to implement the name.

- Determine that a majority of the city councilors do not support the name, and the request will not move forward.
- e. With council support, a resolution naming the feature, building or property will come before council for formal action.
- f. If the resolution is adopted, the parks manager will implement the name.

D. Non-City-Initiated Requests to Name City Key Features, (such as open-air shelters, sports fields, gardens, rooms, trails, etc.), Buildings and Existing Property, Including Parks

1. The process to consider a non-city-initiated request is as follows:

- a. An individual or organization, "Requestee," interested in naming a key feature, building or property must submit a written request—including specific information as to the purpose, proposed location (if applicable) and significance of the name—to the parks manager at the following address:
Parks Manager
City of Tigard
13125 SW Hall Blvd.
Tigard, OR 97223
- b. When applicable, and if the name is intended to recognize an individual(s), group(s) or event, the parks manager will attempt to verify that the recognition is acceptable to the individual(s), group(s) or event, or the appropriate representative of the individual(s), group(s) or event.
- c. The parks manager will review the request and prepare a recommendation and cost estimate to implement the name.
- d. The request and recommendation will be placed on a council agenda for informal discussion by the City Council.
- e. At the discussion the council will either:
 - Direct the parks manager to prepare a resolution to formally adopt the name. Under this option, the council will also need to determine whether the Requestee or the city will be financially responsible for the costs to implement the name, including a plaque or signage (if desired). If the city assumes the costs, staff will assist the council in identifying and selecting a city funding source to implement the name.
 - Determine that a majority of the city councilors do not support the name, and the request will not move forward.
- f. With council support, a resolution naming the feature, building or property will come before council for formal action.
- g. If the resolution is adopted, the parks manager will work with the Requestee to implement the name.

E. Changing the Name of City Key Features, (such as open-air shelters, sports fields, gardens, rooms, trails, etc.), Buildings and Existing Property, Including Parks

- 1. Irrespective of how the existing name was initiated or funded (city/non-city), the City Council has the authority to change the name of any city key feature, building or property.

2. The process to change the name of a previously named key feature, building or property is as follows:
 - a. A city councilor or designee, city board or committee, or city staff member, “City Requestee,” interested in changing the name of a key feature, building or property must submit a written request—including specific information as to why the name should be changed and the purpose and significance of the new name—to the parks manager.
 - b. The parks manager will prepare a recommendation, including a cost estimate to implement the name change.
 - c. The request and recommendation will be placed on a council agenda for informal discussion by the City Council.
 - d. At the discussion, the council will either:
 - Direct the parks manager to prepare a resolution to formally change the name; if applicable, staff will assist the council in identifying and selecting a city funding source to implement the name change.
 - Determine that a majority of the city councilors do not support the name change, and the name will not be changed.
 - e. With council support, a resolution changing the name will come before council for formal action.
 - f. If the resolution is adopted, the parks manager will implement the name change.

F. Naming Requests for Properties under Acquisition, Including Parks

1. For tracking and record keeping purposes, the City Council recognizes it is preferable to name a property early in the acquisition process, typically as a part of the real property transaction discussed in executive session.
2. The city’s Property Acquisition Workbook acknowledges that naming rights are frequently desired by those selling property to the city. After consulting council, staff may use naming rights as a non-monetary negotiation tool when attempting to purchase property.
3. During acquisition, the process to name a property is as follows:
 - a. The parks manager will prepare a list of potential names for council consideration. The names will be generated by city staff involved in the acquisition and—when feasible as part of an executive session discussion on real property transactions—by:
 - The Park and Recreation Advisory Board (for park and open space properties).
 - The City Center Development Agency (for Downtown or urban renewal properties).
 - Other appropriate city agencies, boards or committees that play a role in the acquisition of city property.
 - b. In correspondence or as part of the City Council’s executive session discussion on real property transactions to purchase the property, the parks manager will provide the council with a list of potential names developed under this section. City councilors may also propose names for the property.
 - c. During the City Council’s executive session discussion on real property transactions to purchase the property, the City Council will direct staff to

- incorporate a property name into the purchase agreement (or comparable document).
- d. The council will take formal action on the name when it takes action on the purchase agreement (or comparable document) at a council business meeting.
 - e. If the purchase agreement (or comparable document) is approved by council, the parks manager will implement the name.
- G. City-Initiated Requests to Install Recognition Items, (such as benches, picnic tables, trees and shrubs)
1. The process to consider a city-initiated request is as follows:
 - a. A city councilor or designee, city board or committee, or city staff member, "City Requestee," interested in having the city install an item must submit a written request—including specific information as to the purpose, proposed location, significance and type of item requested—to the parks manager.
 - b. The parks manager will prepare a recommendation, including a cost estimate to purchase and install the item.
 - c. The request and recommendation will be placed on a council agenda for informal discussion by the City Council.
 - d. At the discussion, the City Council will either:
 - Direct the parks manager to install the item on behalf of the city. (No formal council action required.) If applicable, staff will assist the council in identifying and selecting a city funding source.
 - Determine that a majority of the councilors do not support the request, and the item will not be installed.
 - e. If so directed, the parks manager will install the item.
- H. Non-City-Initiated Requests to Install Recognition Items (such as benches, picnic tables, trees and shrubs)
1. All items installed on city property must be approved in advance by the parks manager. The parks manager has sole discretion regarding the approval of the installation of all items submitted under this section.
 2. The process to consider a non-city-initiated request is as follows:
 - a. An individual or organization, "Requestee," interested in installing an item must submit a written request—including specific information as to the purpose, proposed location, significance and type of item requested—to the parks manager at the following address:

Parks Manager
City of Tigard
13125 SW Hall Blvd.
Tigard, OR 97223
 - b. When applicable, and if the item is intended to recognize an individual(s), group(s) or event, the parks manager will attempt to verify that the recognition is acceptable to the individual(s), group(s) or event, or the appropriate representative of the individual(s), group(s) or event.
 - c. The parks manager will review and approve or decline the request.
 - d. If the request is approved, the parks manager will:

- Notify the Requestee.
 - Collect payment from the Requestee to purchase and install the item. Requestees are financially responsible for all costs associated the item, including a recognition plaque (if desired). Specific information on plaques is outlined below.
 - Will work with the Requestee to install the item.
- e. If the request is declined, the parks manager will attempt work with the Requestee to amend the request so it is acceptable to both parties. If no agreement can be reached, the item will not be installed.
3. The parks manager will allow the following types of items:
- a. Benches must be contoured style or another approved style, designed for outdoor use and constructed of materials approved by the parks manager. Once approved, benches must be purchased through a Parks Division-approved manufacturer. A brass or bronze plaque, no larger than 2 ½ x 6 inches, may be affixed to the bench.
 - b. Picnic Tables must be an approved style, designed for outdoor use and constructed of materials approved by the parks manager. Once approved, tables must be purchased through a Parks Division-approved manufacturer. A brass or bronze plaque, no larger than 2 ½ x 6 inches, may be affixed to the table.
 - c. Trees and Shrubs must be a size and species approved by the parks manager.
Plaques for trees and shrubs:
 - Must be made of bronze.
 - Can be no larger than 8 ½ x 11 inches.
 - Cannot be free standing, but must be affixed to a concrete, aggregate rock or boulder foundation. The parks manager will review the design of the proposed plaque and foundation and can provide examples of acceptable plaques.
4. The installation of comparable items, (other than those specifically mentioned listed in this section), may be proposed by the Requestee and will be considered by parks manager.
5. The parks manager may alter the proposed location of the item to ensure ease of maintenance and to prevent conflicts with other park features.